

ORDER



Orders	Order / Rev:	688035	WUSA
	Alt Order #:	06164131	Aaron Ashe
	Product Desc:	KAINE FOR SENATE	T-WAS
	Estimate:	11226	Sales Region:
	Flight Dates:	09/17/12 - 09/23/12	NAT
	Original Date / Rev:	06/04/12 / 06/04/12	
	Order Type:	Political	
Agency	Name:	Media Strategies & Research/ POL	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		11350 Randon Hills Road, Suite 670	EOM/EOC
		Fairfax, VA 22030	Agency Commission:
			15%
Advertiser	Name:	Kaine,T/D/Sen/VA	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-US Senate	Order Separation:
	Priority:	P-5	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Totals		Rating
			Month	# Spots	
08/27/12	09/23/12	46	September 2012	46	\$75,025.00
			Totals	46	\$63,771.25

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	23%	\$75,025.00
Market	100%	\$326,195.65

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	1%	\$3,261.96
WDCA	1%	\$3,261.96
WJLA	19%	\$61,977.17
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$114,168.48
WTG	21%	\$68,501.09
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	09/20/12	09/20/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1				\$450.00		0.00			
2	WUSA	09/17/12	09/21/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-W-F--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-W-F--		3				\$500.00		0.00			

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Product Desc: KAINE FOR SENATE
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	WUSA	09/22/12	09/22/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 -----S- 1 \$1,200.00 0.00															
18	WUSA	09/23/12	09/23/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 -----S 1 \$12,000.00 0.00															
19	WUSA	09/17/12	09/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWTF--	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 MTWTF-- 5 \$2,500.00 0.00															
20	WUSA	09/22/12	09/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 -----S- 1 \$2,500.00 0.00															
21	WUSA	09/23/12	09/23/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 -----S 1 \$2,500.00 0.00															
22	WUSA	09/17/12	09/19/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	M-W----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/17/12 09/23/12 M-W--- 2 \$400.00 0.00															

Totals 46 \$75,025.00

REP HEADLINE# 6164131

ADD *** ORIGINAL REV#0 ***

DELETE

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AGENCY - 318 MASSACHUSETTS AVE

START DATE-SEP17/12 END DATE-

REP : TO LANCE
FROM REUBEN FOR AA
* *NEW ORDER**
TLS 75025
PLS CONFIRM THANKS
06/04

KATINE FOR SENATE 2012

TO LANCE
FROM REUBEN FOR AARON
NEW ORDER
TLS 75025
PLS CONFIRM THANKS
06/04

***** THIS IS A CASH
Kaine for Senate 2014

REP: TEL# 703 528 7800 FAX# 703 528 7880
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS RPT. FROM REP JUN4/12 11:55
 BIAS# 188035 DATE *** WUSA-TV ***

REP HEADLINE# 6164131

REP: TEL# 703 528 7800 FAX# 703 528 7886
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

JUN 4/12 11.55
*** WISCA-TV ***

REP HEADLINE# 6164131

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

JUN 4 / 12 11 . 55
*** WISCA - TV ***